ORDER

Orders Order / Rev: 713756 06315867 Alt Order #: OBAMA FOR AMERICA Product Desc: WUSA Estimate: 1775 09/16/12 - 09/21/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 09/14/12 / 09/17/12 T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3050 K St NW WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: A35+ New Business Thru: Demographic: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL Bill Plan Totals

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Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/10/12	09/16/12	1	\$28,000.00	\$23,800.00	September 2012	73	\$201,100.00	\$170,935.00	0.00
09/17/12	09/23/12	72	\$173,100.00	\$147,135.00	Totals	73	\$201,100.00	\$170,935.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WUSA	09/17/1	2 09/21/12	10-11a	CM	10-11a	MTWTF-	- 1:00	5 \$	900.00 P-2	0.00 NM	4	\$3,600.00
			Let's Make a Dea	l								
LET'S M	1AKE A D	DEAL										
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	MTWTF	5	\$900.00	0.00						
Spot Ch	Date Ra	nge D	escription	Start	t/End Time		Weekdays	Length	<u>Rate</u>	Rtg Type		
1 NUSA	09/17/12	2-09/23/12 1	0-11a	10-1	1a		MTWThF	- 1:00	(\$90<u>0.00)</u>	0.00 <i>NM</i>		
See	e MG 2.6	,2.7,2.8,2.9,	2.10									
[NA	due to li	mited avails	in tp]									
E 2 WUSA	09/17/1	2 09/21/12	Price Is Right	CM	11a-12p	МГЖГЕ-	- 1:00	5 \$1,	700.00 P-2	0.00 NM	9	\$11,000.00
			The Price is Right	t								
PRICE I	IS RIGHT		_									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	MTWTF	5	\$1,700.00	0.00						

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Order / Rev: 713756 Advertiser: Obama/D/President

Alt Order #: 06315867 Product Desc: OBAMA FOR AMERICA WUSA

Flight Dates: 09/16/12 - 09/21/12 Estimate: 1775

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots WUSA 09/17/12 09/21/12 MTWTF--\$11,000,00 E 2 Price Is Right CM 11a-12p 1:00 5 \$1,700.00 P-2 0.00 NM The Price is Right PRICE IS RIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 MTWTF--0.00 Week: 09/17/12 5 \$1,700.00 Ch Date Range Start/End Time Weekdays Spot Description Length Rate Rtg Type 4 NUSA 09/17/12-09/23/12 Price Is Right 11a-12p MTWThF---1:00(\$1,700.00) 0.00 NM See MG 2.6,2.7,2.8,2.9,2.10 [No room for this 1:00 spot on Monday, other days are ok] 6 VUSA 09/18/12-09/21/12 5-6a 9 News @ 5a - TWThF- - - -1:00 \$900.00 0.00 NM 5-6a (h) MG for 1.1,14.1,2.4 7 VUSA 09/18/12-09/21/12 5-6a 9 News @ 5a - TWThF- - - -5-6a 1.00 \$900.00 0.00 NM MG for 1.1,14.1,2.4 8 VUSA 09/18/12-09/21/12 5-6a 9 News @ 5a 5-6a - TWThF----1:00 \$900.00 0.00 NM MG for 1.1,14.1,2.4 9 NUSA 09/18/12-09/21/12 5-6a 9 News @ 5a 5-6a - TWThF- - - -1:00 \$900.00 0.00 NM MG for 1.1,14.1,2.4 10 VUSA 09/21/12-09/21/12 CBS This Morning 7-9a ---- F----1:00 \$600.00 0.00 NM MG for 1.1,14.1,2.4 E 3 WUSA 09/17/12 09/21/12 DT СМ MTWTF--\$1,800.00 P-2 9a-3p 1:00 0.00 NM 5 \$9,000.00 (12:30 PM-3:00 PM) Soaps **CBS SOAPS** Start Date Week<u>days</u> Spots/Week **End Date** Rating Rate MTWTF-Week: 09/17/12 09/23/12 5 \$1,800.00 0.00 MTWTF--E 4 WUSA 09/17/12 09/21/12 9 News @ Noon CM 12-1230P 1:00 5 \$1,400.00 P-2 0.00 NM \$7,000.00 5 9 News @ Noon 9 NEWS AT NOON Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 09/17/12 09/23/12 5 \$1,400.00 0.00 4-5p E 5 WUSA 09/17/12 09/21/12 СМ MTWTF--1:00 5 \$1,500.00 P-2 0.00 NM 4-5p 5 \$7,500.00 Dr. Phil DR PHIL Start Date Weekdays Spots/Week Rating **End Date** Rate MTWTF-Week: 09/17/12 09/23/12 5 \$1,500.00 0.00 E 6 WUSA 09/17/12 09/21/12 9 News @ 5p MTWTF--CM 5-6p 1:00 5 \$1,400.00 P-2 0.00 NM 5 \$7,000.00 9 News @ 5p 9 NEWS AT 5PM Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--09/23/12 5 \$1,400.00 Week: 09/17/12 0.00 E 7 WUSA 09/17/12 09/21/12 9 News @ 6p CM 6-630p MTWTF--1:00 5 \$1,800.00 P-2 0.00 NM 5 \$9,000.00 9 News @ 6p 9 NEWS AT 6PM Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF--Week: 09/17/12 09/23/12 5 \$1,800.00 0.00 E 8 WUSA 09/17/12 09/21/12 6-7a 9 News @ 6a CM 6-7a MTWTF--1:00 5 \$1,000.00 P-2 0.00 NM 5 \$5,000.00 9News @ 6a 9 NEWS AT 6AM Spots/Week Start Date **End Date** Weekdays Rate Rating 09/23/12 MTWTF--Week: 09/17/12 5 \$1,000.00 0.00 E 9 WUSA 09/17/12 09/21/12 MTWTF--1:00 5 \$1,600.00 P-2 0.00 NM 9 News Tonight 7p CM 7-730p 5 \$8,000.00 9 News Tonight 7p 9 NEWS TONIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF--\$1,600.00 0.00 E 10 WUSA 09/17/12 09/21/12 **CBS** This Morning 7-9a CM MTWTF--1:00 \$600.00 P-2 0.00 NM 5 5 \$3,000.00 **CBS This Morning CBS THIS MORNING** Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF-Week: 09/17/12 09/23/12 \$600.00 0.00 E11 WUSA 09/17/12 09/21/12 CM MTWTF--1:00 5 \$3,600.00 P-2 0.00 NM \$18,000.00 730-8P

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Order / Rev: 713756 Advertiser: Obama/D/President

Alt Order #: 06315867 Product Desc: OBAMA FOR AMERICA **WUSA**

Flight Dates: 09/16/12 - 09/21/12 Estimate: 1775

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	Гime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
			Entertainment I	0		-		•		<u> </u>		
ET			Entertainment T	onight								
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17		09/23/12	MTWTF		\$3,600.00	0.00						
E12 WUSA	09/17/1	2 09/21/12	9-930a	CM	9-930a	MTWTF	1:00	5	\$500.00 P-2	0.00 NM	5	\$2,500.00
INOIDE E	DITION		Inside Edition									
INSIDE E	Date	N End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17		09/23/12	MTWTF	<u>5pots/Week</u>	\$500.00	0.00						
E 13 WUSA (09/17/1		930-10a	CM	930-10a	MTWTF	1:00	5	\$500.00 P-2	0.00 NM	5	\$2,500.00
			The Insider									
THE INSI												
Start Week: 09/17	Date 7/12	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	Rating 0.00						
E 14 WUSA (NFL Today	CM	NFL Today	S	1:00	1	\$1,600.00 P-3	0.00 NM	0	\$0.00
LI4 WOOK	03/10/1	2 03/10/12	NFL Today	OW	TVI L TOday	5	1.00		ψ1,000.001 · 3	0.00 14101		ψ0.00
NFL TOD	ΑY		,									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/10		09/16/12	escription		\$1,600.00	0.00	Vookdov"		agth Bata	Dta Tuno		
	Date Ra	2- <i>09/16/12 N</i>			t/End Time Today	_	Veekdays		<u>ngth </u>	Rtg Type		
		5,2.7,2.8,2.9,	•	=	·····				σσ(φ.,σσσ.σσ)	0.00 7		
[NA/0	Overso	ld]										
E 15 WUSA (09/16/1	2 09/16/12	Sun Prime A	CM	7-8P	S	1:00	15	\$28,000.00 P-1	0.00 NM	1	\$28,000.00
CO MAINILIT	TEC		60 Minutes									
60 MINUT Start		End Date	Weekdays	Spots/Week	Pate	Rating						
Week: 09/10		End Date 09/16/12	<u>Weekdays</u> S		Rate \$28,000.00	0.00						
E16 WUSA		2 09/20/12	Thu Prime B	CM	9-10P	T	1:00	15	\$20,000.00 P-2	0.00 NM	1	\$20,000.00
			Two and a Half I	Men/Two and a	ì							
BIG BRO						5						
Start Week: 09/17	Date 7/12	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week	Rate \$20,000.00	Rating 0.00						
E 17 WUSA (Wed Prime A	CM	8-930P	W	1:00	1.9	\$18,000.00 P-2	0.00 NM	1	\$18,000.00
ETT WOOK	00/10/1	2 00/10/12	Survivor: Phillipi	_		••	1.00		710,000.001 2	0.00 14101		ψ10,000.00
BIG BRO	THER		•	,								
	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17		09/23/12	W		\$18,000.00	0.00	4.00	4.0	200 000 00 0	0.00 NIM		#00 000 00
E 18 WUSA (09/18/1	2 09/18/12	NCIS	СМ	8-9P	- T	1:00	1 \$	\$28,000.00 P-2	0.00 NM	1	\$28,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17		09/23/12	- T		\$28,000.00	0.00						
E 19 WUSA (09/19/1	2 09/19/12	Wed Prime C	CM	930-11p	W	1:00	15	\$14,000.00 P-2	0.00 NM	1	\$14,000.00
			Big Brother (Sea									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17	//12	09/23/12	W	1	\$14,000.00	0.00						